

MELAKA
INTERNATIONAL
INTELLECTUAL EXPOSITION

MIIEX'24

12 JUNE '24

Dewan Taming Sari,
Universiti Teknologi MARA Caw. Melaka,
Kampus Alor Gajah, Melaka

*"Empowerment of Special
Needs through Invention
& Innovation"*

**EXTENDED
ABSTRACT**

MiiEX'2024

MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION 2024

**“EMPOWERMENT OF SPECIAL NEEDS THROUGH INVENTION AND
INNOVATION”**

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UiTM Cawangan Melaka

KM26 Jalan Lendu,

78000 Alor Gajah

Melaka Bandaraya Bersejarah

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MiiEX'2024

MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION 2024

**“EMPOWEREMENT OF SPECIAL NEEDS THROUGH INVENTION AND
INNOVATION”**

EDITORS AND COMPILERS:

Dr Maimunah Johari

Puan Norlinda Tendot Abu Bakar

Puan Maymunah Ismail

Puan Nor Halawah Ahmad

Cik Afzan Shahilla Amir Hamzah

Puan Azira Rahim

COVER DESIGN:

Rashidy Samsudin

Wan Nur Khalisah Shamsudin

Ridzuan Adli bin Azidin

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FOREWORD BY THE RECTOR OF UiTM CAWANGAN MELAKA



Professor Ts. Dr. Mohd Rasdi bin Zaidi

Rector, Universiti Teknologi MARA (UiTM)

Cawangan Melaka

Welcome to the Melaka International Intellectual Exposition 2024 (MIIEX '24). It is an honour for me, on behalf of UiTM Cawangan Melaka, to thank all of you for joining MIIEX '24. We are proud to inform you that this is the 13th consecutive year that UiTM Cawangan Melaka is organizing this exposition. Since 2009, UiTM Cawangan Melaka has successfully hosted this innovation exposition. Not only have we succeeded in organizing the exposition, but we have also successfully embarked on commercialized products.

2024 is a special year where MIIEX 2024 emphasizes the development of special needs. As we know, special needs indicate a limitation in a person's ability to engage in and benefit from various aspects, such as daily activities and education. Hence, with the theme "Empowering Special Needs Through Invention and Innovation," it is a platform for industries, professionals, academicians, students, and communities to share their innovative ideas and products to increase accessibility for those with special needs.

The successful implementation of MIIEX '24 is our joint success. This event was supported by the Melaka state government through YB Datuk Fairul Nizam bin Roslan, the EXCO of Science, Technology, Innovation, and Digital Communication. I also want to express my

gratitude to Universitas Negeri Padang, Indonesia, Universitas Muhammadiyah, Makassar, Indonesia, the International Association of Economic and Businesses (IAEB), Universiti Sains Islam Malaysia, Ibnu Umami Maktum Research Center (UMMI), USIM, and The Southeast Asia Minister of Education Organization Regional Centre for Special Educational Needs (SEAMEO SEN) as our co-collaborators for MIIEX 2024.

The collaboration from various parties in MIIEX '24 is a platform that will improve cooperation and interweaving among industries, professionals, academicians, students, and communities in shaping their potential in developing innovation products. This exposition also serves as a platform to cultivate and uphold the nation's innovation culture by presenting new ideas and research by young people, especially from academia and universities. Indirectly, MIIEX '24 will encourage all inventors towards empowering Science, Technology, Engineering, and Mathematics (STEM), especially in primary and secondary schools.

The new digital landscape also inspires more innovation and new ideas that contribute to various activities, such as business and industries. As a university that encourages "Research and Innovation," we aim to foster more innovative products that benefit scholars, industries, and communities, addressing issues to improve our present and future life.

This exposition would never happen without dedication, teamwork, and commitment. A round of applause should be given to the committee teams, who are the backbone of this exposition. Their hard work, effort, and time made this exposition possible.

Finally, I would like to conclude this brief remark by thanking all the participants and stakeholders for joining the exposition. We hope that this collaboration never ends here.

Thank you.

FOREWORD BY THE DEPUTY RECTOR (RESEARCH & INDUSTRIAL LINKAGES)



Associate Professor. Dr. Nur Hayati binti Abd Rahman

Deputy Rector (Research & Industrial Linkages), Universiti Teknologi MARA (UiTM) Cawangan Melaka

With much passion and privilege, let me warmly welcome all of you to the Melaka International Innovation Exhibition (MIIEX), UiTM Cawangan Melaka's flagship event. I firmly believe that events such as these demonstrate the gradual evolution of this platform in terms of its significance and its governing principles within the sphere of learning and the broader scholarly society.

The theme for this year, "Empowering Special Needs Through Invention and Innovation," strongly connects to our mission of using research and technology to make a positive impact on the world we live in. Besides enforcing the message of diversity, this theme also reaffirms our focus on creating products to improve the lives of people with disabilities (PWDs). Such innovations are vital as only through focused constructive changes can society become more sensitive to the needs of all members.

MIIEX allows researchers, students, and industry professionals to come together, share their innovative research, and develop viable research partnerships. It has been great to see the enthusiasm of the participants and the efforts they put into their projects, which can offer various social and economic benefits. This is why one can state that MIIEX is a great

opportunity for creating connections between the academic environment and industry, facilitating the implementation of innovative and promising projects.

Finally, I would like to express my sincere appreciation to all the members and supporters of the organizing committee, all the participants, sponsors, and everyone involved in preparing this event. I want to express my gratitude for your commitment and involvement, as the success of MIIEX and the development of an active culture of innovation in our university and beyond is partly owed to your support.

Thank you

FOREWORD BY THE PROJECT DIRECTOR



Dr Zulkefli bin Muhamad Hanapiyah

Senior Lecturer

Assalamualaikum and Warmest Greetings,

It gives me a great pleasure, on behalf of the organizing committee, to welcome all participants and speakers to the Melaka International Intellectual Exposition 2024 (MIIEX '24) with the theme "Empowering Special Needs Through Invention and Innovation." We are honoured and pleased to welcome all participants to this biennial event.

MIIEX '24 is a platform that gathers experts from local and international industries, academia, scientists, researchers, and the community to contribute to the advancement of scientific and technological knowledge. This knowledge helps develop disruptive innovation products that improve daily activities for businesses and the community, especially those with special needs.

MIIEX '24 provides an atmosphere for inventors of all levels to gain new exposure and collaborate. Indirectly, this promotes a collaborative and innovative culture that focuses on cutting-edge technologies and new standards in technology and creativity.

MIIEX '24 is anticipated to serve as an arena for participants to acquire and disseminate revolutionary information on ideas and innovation. It is intended that the competition will expose the contestants' minds to the latest technologies and designs, aligning with the government's goal of encouraging innovation in Malaysia.

Finally, I want to compliment my fellow committee members on their amazing efforts, which were vital to the event's success. In addition, I want to thank our co-organizers, event sponsors, and participants. Optimistically, we hope that all new knowledge discovered, invented, or innovated will lead us toward future sustainability.

Thank you.

**FOREWORD BY MELAKA STATE EXCO OF SCIENCE, TECHNOLOGY,
INNOVATION AND DIGITAL COMMUNICATIONS**



YB Datuk Fairul Nizam bin Roslan

Melaka State Exco of Science, Technology, Innovation and Digital Communications

Welcome to the Melaka International Intellectual Exposition 2024 (MIIEX '24). It is an honor for me, on behalf of UiTM Cawangan Melaka, to thank all of you for joining MIIEX '24. We are proud to inform you that this is the 13th consecutive year that UiTM Cawangan Melaka is organizing this exposition. Since 2009, UiTM Cawangan Melaka has successfully hosted this innovation exposition. Not only have we succeeded in organizing the exposition, but we have also successfully embarked on commercialized products.

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Thank you.

MIIEX'24 ORGANISING COMMITTEE

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	TUAN MUHAMMAD IDRIS IRFAN BIN TUAN MOHD AZAHAR
	RASEEDA BINTI HAMZAH
	TS. DR. NOR AFIRDAUS BINTI ZAINAL ABIDIN
DESIGN & MULTIMEDIA	EN RASHIDY SAMSUDIN
	RIDZUAN ADLI BIN AZIDIN
	WAN NUR KHALISAH SHAMSUDIN
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	PN MAYMUNAH ISMAIL
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	NORLINDA TENDOT ABU BAKAR
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	MASLIZA BINTI MOHD RAZALI
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	MUHAMMAD FURQAN BIN AZHAR
	KHAIRUL AZHAR BIN LOCHMAN

ABOUT MIIEX'24

MIIEX'24 is an innovation competition annually organised by UiTM Melaka with the intention to bring together ideas and inspiration that could fit in for commercialization needs.

This event creates a platform for researchers to establish networking, partnership and opportunities to collaborate with industries.

OBJECTIVES

1. Encourage and instil passion towards inventing and innovating among UiTM Cawangan Melaka staff, students and academicians of local and international higher education institutions;
2. Highlight distinguished talents of skilful inventors and exhibit intellectual products, inventions and innovations among local and private tertiary institutions, government and private agencies, including international participants;
3. Become an effective Business Matching platform for participating research products, matching industries and partnering government agencies;
4. Recognise, inspire and promote invention and innovation products to be patented and commercialized;
5. Increase passion towards inventing and innovating through research and boost interests of government and non-government agencies to obtain consultancy services from a line up experts of higher education institutions and UiTM Cawangan Melaka.

THEME

'EMPOWERMENT OF SPECIAL NEEDS THROUGH INVENTION AND INNOVATION'

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Blindguide: Multipurpose Portable Stick

Nurul Adilla Binti Abdul Ayub¹, Fatin Najwa Binti Zulkefli², Aida Maisarah Binti Jasni³,
Nuur Khairun Neesa' Binti Rahim⁴, Muhammad Fairuz bin Jamil⁵

⁵UiTM Melaka Kampus Bandaraya, Melaka, Malaysia.

fairuzjamil@uitm.edu.my

Abstract

The value of diversity and inclusiveness is becoming more widely acknowledged these days, especially when it comes to marketing goods meant for people with disabilities (OKU). It is important to provide education and knowledge regarding OKU products to guarantee accessibility and meet the varied demands of customers. However, studies show that customers have a serious lack of knowledge about the characteristics and advantages of OKU products, which can result in conflicts and poor purchase choices. Some customers might not see the potential advantages of OKU goods because they believe they are useless or have limited use. Marketers have created creative approaches to successfully sell OKU products to guide this overcome problem. Using social media and digital channels to spread knowledge about the benefits of OKU products is one such strategy. Moreover, the use of inclusive design ideas in product creation ensures that OKU products are simple to use and accessible to people with a variety of abilities. Marketers can boost the attractiveness and usefulness of OKU products to a wider audience by emphasizing accessibility and use, which will encourage usage and improve the brand's impression. To summarise, the successful promotion of OKU products needs a thorough comprehension of customer requirements, focused communication tactics, and a dedication to accessible principles of design. Marketers may encourage increased knowledge and acceptance of OKU products by educating customers and resolving their concerns. This will ultimately help to create a society that is more accessible and inclusive.

Keywords: OKU, communication, requirement, educating

1. INTRODUCTION

An innovative product of OKU called multipurpose portable stick. It refers to the disabilities people (OKU) who wants to purchase it. As for this product, we used the actual blind stick with an addition tool which contains of multipurpose such as GPS, holder to grab things that OKU and sensor ability if they buy it. The issue pertaining to OKU (Orang Kurang Upaya) products focuses on the absence of efficient communication, accessibility, and comprehension between customers and marketers. Even if diversity and inclusion in marketing are becoming more and more recognized, OKU products frequently have a difficult time connecting with and winning over their target market. Barriers in accessibility. Accessibility obstacles found in marketing channels, including websites, ads, and retail locations, make it more difficult for people with disabilities to learn about OKU products. Not only does this make it difficult for them to learn about the things that are accessible, but it also contributes into their sense of disadvantage and isolation.

2. OBJECTIVE

One of the main goals of improving consumers' knowledge and awareness of OKU product is to close the understanding and accessibility gap such as instruction and information sharing. By provide instructional resources that include brochures, websites, and ads that offer thorough details about OKU products, including features, advantages, and applications. Make sure these resources are easily understandable, simple to find, and offered in a variety of forms to meet a range of learning requirements.

3. NOVELTY & INVENTIVENESS

Offering a complete assistance system that combines navigation, obstacle detection into a single device, the multipurpose portable stick with internal battery or using a solar for charging, vibration detection for obstacles, and GPS for helping their family to navigate them in case of emergency or missing, it is an inventive way to improve mobility and safety for people with visual impairments.

4. PRACTICALITY & USEFULNESS

This product was designed and created to have its own versatility which offers numerous functionalities in a single tool. This product can eliminate the need to carry multiple distinct objects. Those at OKU who might struggle to manage or transport a lot of stuff can benefit most from this. Due to its innovative and creative design, it is portable and easy to carry around without burdening the users. This multipurpose portable stick has independence trait. Implementing elements such as navigator, grabber and cane may help OKU people be more independent in carrying out daily duties. Safety is the most crucial one. In an emergency, features like an integrated alert can increase safety by sending a vibration through a so-called sensor to detect any obstacles in its way. The portability of the stick is lightweight and compact enough for easy carrying. It provides an adjustable height from 80 cm to 150 cm also can be folded.

5. CONCLUSION

As a conclusion, the invention of the multipurpose portable stick is a possible answer to the problems encountered by people with disabilities, particularly those in the OKU community. This product promises to improve consumers' mobility and independence by combining standard blind stick functionality with novel features like GPS navigation and programming devices.